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SPRINGFIELD CARNATION FOOD



For Sale by
S. S. SKIDELSKY & CO.
53 Park Place
NEW YORK CITY

Springfield Carnation Food

Manufactured by
AMERICAN CHEMICAL SPECIALTIES CO.
Springfield, N. J.

FOREWORD

Answering an appeal from one of the largest commercial growers of carnations in this country to perfect a plant food that would meet the exacting requirements of carnations resulted in producing a product that later became known as SPRINGFIELD CARNATION FOOD.

The needs of the plant were studied scientifically, and after exhaustive experiments in the laboratory, tests were made in a practical way in the greenhouse under the supervision of an experienced grower. These tests extended over a long period of time. Records were kept, comparisons were run by supplying several benches with the best fertilizers obtainable and others with this new carnation food. The results were so obvious that it required no experienced plantsman to detect the benefits derived, and the startling differences obtained on the several benches. Still we were not satisfied! Several changes were made in the formula until finally our chemists agreed that the resulting product was scientifically perfect for supplying nourishment to carnations.

PRACTICAL RESULTS

Two tons were placed at the disposal of the commercial grower mentioned above and

every bench on the entire plant was treated with carnation food. Our confidence in our product was justified by the results obtained. At the same time samples were sent to many of the largest carnation growers throughout the country, and the similarity of their results prompted us to place this product on the market to fill a long felt want of commercial and private growers of carnations. Our confidence in our product at this early stage has been fully justified by the results that hundreds of growers have secured with Springfield Carnation Food.

A FOOD OF HEALTH, VITALITY AND PRODUCTIVENESS

SPRINGFIELD CARNATION FOOD is a blend of several organic compounds. Huge mixers insure a perfectly homogenous product. After being mixed the carnation food is screened, sacked or stored in bulk in our warehouses ready for shipment. It comes to you in dry, powdered form; making it easy to handle and mix in the soil. It is absolutely free from seeds that will germinate and produce weeds.

SPRINGFIELD CARNATION FOOD is not odorless. We have never found this to be objectionable because we find that any grower or gardener, familiar at all with fertilizer materials will agree that the least valuable fertilizers are those free from odor. Chemicals produce odorless fertilizers! Need we say more? This carnation food is not a chemical stimulant, but rather an evenly balanced, ideal organic diet. It is a compound in which the elements of fertility are so

blended that a portion of the plant foods are presented to the roots in soluble form, ready for immediate assimilation, others are less quickly available. The various organic constituents becoming gradually available by the action of the soil bacteria. On account of its high percentage of organic matter it is extremely valuable in improving the physical condition of either heavy clay or sandy soils, rendering the clay soil more open and porous and the sandy soil more retentive of moisture. Its lime contents keeps the soil sweet by correcting its acidity.

SPRINGFIELD CARNATION FOOD invigorates the root action, and produces a natural growth, not a soft fleshy one; hence the stem and calyx are strengthened in all seasons, the lasting quality of the flowers lengthened and the color intensified.

ANALYSIS

Study the analysis given below. Note the percentage of available and total phosphoric acid, the ammonia and potash content—ideal percentages. Does it not impress you as an evenly balanced food? As such every particle is of value to the plant—the analysis simply shows that which is immediately available.

Total phosphoric acid.....	8.00 to 8.75%
Available phosphoric acid....	3.25 to 3.50%
Insoluble phosphoric acid....	4.75 to 5.25%
Nitrogen	1.97 to 2.26%
Equal to Ammonia.....	2.40 to 2.75%
Potash	3.50 to 4.00%

DIRECTIONS FOR USE

We recommend a minimum of one lb. to ten running feet of a four foot bench as a top dressing, and 50% more when mixing in the soil before planting. It is impossible to make an absolute rule for using this food as the soil conditions vary in different localities. It has been found, however, that an average desirable dosage is that mentioned above.

COST

Compare the cost of SPRINGFIELD CARNATION FOOD with any other fertilizer in actual expenditure to fertilize your plants. It is necessary to use four or five times the amount of ordinary fertilizer, averaging \$35.00 to \$50.00 per ton to cover the same bench space as with SPRINGFIELD CARNATION FOOD. The economy lies in the small amount required. COMPARE the cost! Comparative RESULTS will be a REVELATION!

Single 100 lb. bag.....	\$4.80
500 to 1000 lbs.....	\$4.50 per Cwt.
Ton lots.....	\$1.00 per Cwt.

USE IT AND WATCH RESULTS!

SPRINGFIELD CARNATION FOOD is being used by many of the largest commercial growers of carnations in this country. Private estates recognize its excellence. Read the testimonials on the next page from well-known growers, they are typical of the many we are constantly receiving.

CHARLES FISH, Florist
Blue Point, Long Island, N. Y.

American Chemical Specialties Co.,
Springfield, N. J.

Gentlemen:

We take pleasure in informing you that our experiments with Springfield Carnation Food have convinced us of the excellence of this product. Will you therefore send us 1000 lbs. of this food immediately that we may continue to use it on our plants. It is a pleasure for us to recommend this product.

Yours very truly,
(Signed) CHARLES FISH.

NEWMAN & LEGG
Florists
Manasquan, N. J.

Sept. 12, 1922.

American Chemical Specialties Co.,
Springfield, N. J.

Gentlemen:

After trying your carnation fertilizer on part of my carnations, I am pleased to say I see a marked difference in the ones that were treated and the ones that were not. I think you have found something worth while.

Yours very respectfully,
(Signed) R. H. LEGG.

JULIUS CHEVALLEY
Carnations a Specialty
Blue Point N. Y.

American Chemical Specialties Co.,
Springfield, N. J.

Gentlemen:

I have been using your carnation food this season and have been having very good results. I intend to use more next year.

Yours truly,
(Signed) JULIUS CHEVALLEY.

SPRINGFIELD FLORAL CO.
Springfield, N. J.

Nov. 28, 1922.

American Chemical Specialties Co.,
Springfield, N. J.

Gentlemen:

We have found your Springfield Carnation Food very satisfactory and will continue to use it on our plants.

Please quote us your best price on four (4) tons of same and delivery date. This will last us until April, 1923.

Very truly yours,
(Signed) SPRINGFIELD FLORAL CO.

DALSIMER, Inc., Florist
Far Rockaway, N. Y.

American Chemical Specialties Co.,
Springfield, N. J.

Gentlemen:

After having given your carnation food a trial, can say I am well pleased with the results, and can safely recommend it to any person growing carnations. You can rest assured that I will not be without it.

Respectfully,
DALSIMER FLORIST.
Per W. F. White, Mgr.